

## Final Project Overview - Netpix

The internet - generally considered a pretty good invention. Humans, previously having a perceived limited number of choices, had little difficulty in making life decisions, whether it was what bottle of wine to buy tonight or, in grander schemes, who to marry. Now, with the internet, there is a seemingly endless amount of choice.

A perfect example of the overwhelming choice is Netflix. Deciding to spend an evening home watching a movie is supposed to be a relaxing experience and help you unwind. Unfortunately, this plan can be easily derailed when trying to figure out what movie to watch. Before you know it, it ends up being midnight and you go to bed having done nothing but look at movie descriptions. It is ridiculous that people spend the majority of their time on a video streaming site looking at static content. With over 75 million users, how many hours are people wasting on trying to find the right movie for a relaxing evening?

Part of the issue is the current filtering system on Netflix's website. While functional, it still doesn't do much to narrow down movie selections. You can either look at movies within various genres and then sub genres, or search by movie name, actor, director, etc. The two options Netflix provide do not appear to work together in any capacity. The end user is left with an overabundance of results from which to choose.

A few websites ([Netflixroulette.net](http://Netflixroulette.net), [Agoodmovietowatch.com](http://Agoodmovietowatch.com)) attempt to help the user deal with the Netflix choice conundrum. All the sites seem to offer limited solutions though. Some sites offer random movie picker options, while others just offer their recommendations.

Netpix offers a solution to this problem. A clean, simple, easy, and most importantly stress-free, experience allows to users to get a movie recommendation just with a few clicks of a mouse. The site would be heavily image based, in a tiled layout. Netpix asks the user what genre they are in the mood for, how much of a time commitment they're willing to make, what MPAA rating, and a Rotten Tomato rating range. It then gives the user a movie recommendation.

Since Netflix is typically watched on a tv, computer, or tablet, the site is best viewed on a computer or tablet.

Addendum:

After having done some market research Netpix will be undergoing a rebranding. Focus groups found that the company name has a distinctive pornographic connotation. This was

further confirmed when it was determined the .com url for NetPix is currently a porn site. Look for our new brand late March 2016.